



Prime Day Playbook

A source for your Prime Day and guidelines
to stay up-to-date on the latest trends.

Amazon Prime Day – or days as is the case again this year – is set for June 21st and 22nd, less than a year since the 2020 sale.

Last year's event, originally scheduled for July, was pushed to October in response to the challenges presented by the Coronavirus pandemic. While the online retailer doesn't release sales figures, Fortune.com reports the company likely took in more than \$7 billion during last year's event.



So, how can your brand get their piece of the Prime pie?

If you're currently selling on Amazon, remind potential buyers in advance that Prime Day is coming and be sure you're giving them plenty to look forward to via email sale previews, social media campaigns and 'leaked' deals.

To stand out in the sea of savings, a strong incentive will give you an extra advantage over your competitors. When June 23rd rolls around, remember, the event isn't over. Maximize sales and extend the retail hype with email and social content that lets customers catch deals they may have missed. Spur action with subject lines like "Missed Prime Day? You can still save!" combined with organic social media posts and ads offering an extension on your special offers.



Amazon has created a pre-Prime and post-Prime checklist to help you prepare and capitalize:

Before Prime Day:

- ☐ Define clear goals for your brand this Prime Day
- ☐ Create your Store if you don't have one yet
- ☐ Use the scheduling and versioning feature to create a Prime Day version of your Store
- ☐ Create Sponsored Brands campaigns to drive traffic to your Store
- ☐ Create a Post profile to get started with your Posts
- ☐ Create and schedule your Prime Day posts
- ☐ Register for Amazon Attribution and add tags to your non-Amazon campaigns
- ☐ Test and learn using Amazon Attribution insights to optimize your non-Amazon campaigns

After Prime Day:

- ☐ Update your Store if your Prime Day version is still live
- ☐ Review metrics and source traffic in your Stores insights dashboard
- ☐ Visit your Posts publisher to review post performance
- ☐ Download your Posts report for more detailed analytics
- ☐ View your Amazon Attribution reporting



But what if you aren't selling on Amazon?

While Prime Day is exclusive to the retailer, for years competitors have taken advantage of the increase in online shopping traffic to offer their own sales – from Target's "Deal Days" to small boutiques "Hometown Pride Day". Host your own branded savings section on your website or take advantage of other retailers' special events.

Millions of people are going to be on their computers and phones looking for deals online. Make sure your email and social media leading up to, on the day of the event and after the sale are capturing consumers with offers they can't pass up.

From sneak peeks on the 20th to "you can still get some of the hottest deals of the week" on the 23rd, your opportunity to win business, like the actual Prime Day itself, **is bigger than just one day.**



**For questions on social media, e-commerce,
email or marketing strategy, contact your
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